Megan’s Tutoring Service:

**Vision**: I chose a tutoring service for many reasons. First I don’t think there are enough tutoring services out there. Second no body likes feeling like they are lost when it comes to doing their schoolwork. Lastly, school can be more fun if you know exactly how to do your homework and in-class work.

**Mission Statement:** This business is going to help kids and teenagers with any lessons they are having trouble with at school. If someone is struggling with Geometry or Science, we can help. The point of the business isn’t about money. I plan on keeping the business as cheap as possible as long as the students we help are showing positive results. The customers will be anyone who needs help in school. We will hire people specified in a certain major. Ex. Math major for math help.

**Timeline:**

**September 17, 2012- November 17, 2012:** We will start sending out advertisements through these dates. Advertisements will explain more about our company, and what we have to offer. Also the flyers will have limited time specials. Ex: one free session. We will hand them out at schools, send them out in the mail. This will especially help with the fact that school has already started and students may already need help.

**September 17, 2012- October 17, 2012:** This is when we plan to do all of our hiring. We’re going to find 3 tutors per subject. We are also looking to find skilled employees who know about multiple subjects. We will be looking for two tutors each in Math, Science, History (including geography, world history, social studies etc.), Reading, and Writing. Also, the people we hire will need to have flexible hours.

**October 15, 2012:** Location of business will be secured in a safe neighborhood.

**Strategies:** To get the business going, we are going to advertise. We are going to send out flyers to home addresses, and send them to businesses. For example we won’t send flyers to a nursing home, however we will to kid’s parks and attractions. We’ll display them in schools. Also in the flyers we will offer one free session for first time customers. To keep the business running smoothly once it has started, we are going to keep using flyers. Also the business is going to solely rely on the customers. We want them to be happy and satisfied with the business so that they can recommend the service to friends and family. Another way of keeping the business running smoothly is going to be having the company revolve around customers. Our employees are going to have work hours based on their clients.

**Funds Required: monthly costs**

Heating/ Electric 4,000 month

Employees: depending on hours worked and amount of students. Apx: $420,000

Books and Supplies: 1,000

Carpet 2,000

Walls 2,000

Decorations $1,000

Profits: (yearly) 19,750